

IN THE CLAIMS:

Please amend the claims as indicated. A complete set of the claims is included below, reflecting added subject matter (*underlining*) and deleted subject matter (*strikethrough*), as well as the current status of each claim. This listing of claims will replace all prior versions, and listings, of claims in the application:

17. (Currently Amended) A method for directing and exchanging on-line and off-line communications under control of a traffic control system to accomplish transactions that relate to merchandise or a service available for purchase, the method involving selectively interfacing a video storage device storing video data for one or more vendors with buyers at remote locations using video communication structures and with a capability to electronically communicate through a ~~public~~ communication system that is shared by users, comprising the steps of:

interfacing the buyers with the traffic control system in communication with one or more vendors, through the video communication structures and the public communication system wherein certain buyers electronically communicate with the traffic control system via lines of the public communication system;

receiving request data to initiate a transaction at the traffic control system entered by an interfaced buyer to indicate an area of interest concerning the merchandise or the service and including an indication of a maximum amount offered by the interfaced buyer for select merchandise or service, at least certain of the request data also for communication with the video storage device having stored video data relating to a plurality of different vendors;

receiving identification data at the traffic control system provided by the interfaced buyer;

storing at least a part of the request data from the interfaced buyer at the traffic control system and using at least a part of it to selectively obtain proposed data at least in part from the video storage device having stored video data relating to the different vendors and responsive to the interfaced buyer's request data;

as part of said proposed data selectively displaying stored video data from said video storage device as well as graphic data including text at video communication

structure at the remote location used by said interfaced buyer to allow the buyer to view the video data and the graphic data relating to the request data prior to making a purchase; and

also storing at the traffic control system, billing data including a record of charges incurred for each buyer relating to transaction communications initiated by interfaced buyers; ~~and~~

~~electronically transmitting an indication of confirmation relating to the transaction initiated after an interface between the interfaced buyer and the traffic control system is terminated.~~

18. (Previously Presented) A method according to claim 17, wherein the capability to electronically communicate through a public communication system includes cellular communication.

19. (Currently Amended) A method according to claim 17, wherein the request data from the interfaced buyer includes data to facilitate subsequent electronic communication and wherein the method further comprises the step of:

downloading additional data relating to the area of interest to the interfaced buyer's ~~wireless~~ video communication structure by subsequent electronic communication, after the interface between the interfaced buyer and traffic control system is terminated.

20. (Previously Presented) A method according to claim 19, wherein the additional data indicates that a presentation including video data related to an indicated area of interest is available at the traffic control system.

21. (Previously Presented) A method according to claim 17, wherein the interfacing is accomplished over ISDN lines.

22. (Previously Presented) A method according to claim 19, further comprising the step of:

identifying the video communication structures used by the buyers based upon automatically provided incoming data signals.

23. (Previously Presented) A method according to claim 22, wherein the incoming data signals are MIN signals .

24. (Previously Presented) A method according to claim 17, further comprising the step of:

facilitating access by the buyers to various different vendors under control of the traffic control system wherein each vendor has a video storage device for storing video data.

25. (Previously Presented) A method according to claim 17, further comprising the step of:

utilizing a clock to limit and control the time during which an offering by a vendor including provision of video data to the buyer is made under control of the traffic control system.

26. (Previously Presented) A method according to claim 25, further comprising the step of:

monitoring time limitations with the clock.

27. (Previously Presented) A method according to claim 17, wherein the stored video data includes a graphical display including text of pertinent data associated with a vendor.

28. (Previously Presented) A method according to claim 27, further comprising the step of:

registering the buyers or vendors or both in the traffic control system prior to facilitating electronic communications.

29. (Previously Presented) A method according to claim 28, wherein the registering step requires the buyers or the vendors or both to provide their names.

30. (Previously Presented) A method according to claim 28, wherein the registering step requires the buyers or the vendors or both to provide data to facilitate subsequent electronic communications.

31. (Previously Presented) A method according to claim 28, wherein the registering step requires the buyers or the vendors or both to provide their telephone numbers.

32. (Previously Presented) A method according to claim 17, further comprising the step of:
requiring the buyers to provide identification data prior to allowing the buyers access to stored video data associated with any vendor.

33. (Previously Presented) A method according to claim 17, further comprising the step of:
storing one or more video images as part of the stored video data relating to a particular vendor at the video storage device located at a vendor site.

34. (Previously Presented) A method according to claim 17, further comprising the step of:
storing the video data from a plurality of different vendors at the video storage device that is located at a site associated with the traffic control system.

35. (Previously Presented) A method according to claim 34, wherein the traffic control system has a data file including a list of merchandise or service codes.

36. (Previously Presented) A method according to claim 17, further comprising the step of:

offering the buyers various choices as part of the proposed data associated with a vendor, as related to the area of interest indicated by the interfaced buyer.

37. (Previously Presented) A method according to claim 17, further comprising the step of:

including within the area of interest, data on specific merchandise or service that a buyer is interested in purchasing identified by merchandise or service codes.

38. (Previously Presented) A method according to claim 17, wherein a vendor notifies the buyers via the traffic control system of discounted merchandise available for purchase after the initiated transaction.

39. (Canceled)

40. (Previously Presented) A method according to claim 39, wherein the specific merchandise is a tangible good.

41. (Previously Presented) A method according to claim 37, wherein the buyer consummates sale of the specific merchandise or service.

42. (Previously Presented) A method according to claim 37, wherein the buyer provides billing information for a purchase transaction.

43. (Previously Presented) A method according to claim 17, further comprising the step of:

providing an identification number that identifies the transaction to a buyer.

44. (Previously Presented) A method according to claim 43, wherein the identification number is provided during the interface facilitated under control of the traffic control system.

45. (Previously Presented) A method according to claim 43, wherein the identification number is provided with the indication of confirmation after the interface facilitated under control of the traffic control system is terminated.

46. (Previously Presented) A method according to claim 17, wherein communications to accomplish the transaction include transmission of audio data.

47. (Previously Presented) A method according to claim 17, wherein the stored video data includes high resolution still images.

48. (Previously Presented) A method according to claim 17, further comprising the step of:
providing a graphical display including text data associated with the buyer via the traffic control system

49. (Previously Presented) A method according to claim 17, wherein the traffic control system stores data to facilitate communication between different business entities of which the buyers and vendor are representatives.

50. (Previously Presented) A method according to claim 17, further comprising the step of:
maintaining at the traffic control system, a record of prior transactions with buyers and charges associated with the prior transactions.

51. (Canceled)

52. (Previously Presented) A method according to claim 17, further comprising the step of:
registering buyers with the traffic control system and during the registration step, designating an identification number for use in subsequent electronic communications.
53. (Previously Presented) A method according to claim 52, further comprising the step of:
providing a check digit as part of the identification number.
54. (Previously Presented) A method according to claim 17, further comprising the step of:
facilitating on-line communication between the buyers and the traffic control system via an on-line computer service.
55. (Previously Presented) A method according to claim 54, further comprising the step of:
connecting the buyers with the traffic control system using an autodialing operation.
56. (Previously Presented) A method according to claim 54, further comprising the step of:
maintaining a record of various buyers accessing the traffic control system.
57. (Previously Presented) A method according to claim 56, further comprising the step of:
also maintaining a record of the amount of time individual buyers spend viewing the stored video data at the video storage device.
58. (Previously Presented) A method according to claim 17, further comprising the step of:

obtaining data through the traffic control system on buyer reactions to an offer associated with select stored video data viewed by the buyers.

59. (Previously Presented) A method according to claim 17, further comprising the step of:

offering to the buyers various selections relating to an area of interest indicated by the buyers.

60. (Previously Presented) A method according to claim 17, further comprising the step of:

associating one or more sites with the buyers; and
requiring vendors to register with the traffic control system to entitle access to one or more sites associated with the buyers by providing information relating to the vendors.

61. (Previously Presented) A method according to claim 60, wherein the vendors provide name data.

62. (Previously Presented) A method according to claim 60, wherein the vendors provide area of interest data.

63. (Previously Presented) A method according to claim 60, wherein the vendors provide a name of a business entity with which each one is associated.

64. (Previously Presented) A method according to claim 60, wherein the vendors provide data to facilitate subsequent electronic communication.

65. (Previously Presented) A method according to claim 60, wherein the vendors provide telephone number data.

66. (Previously Presented) A method according to claim 17, wherein both the buyers and the vendors are associated with separate business entities for communications between the business entities.

67. (Currently Amended) A method according to claim 17, wherein the stored video transcriptions are received through ~~cellular~~ transmission via the communication system.